



RESERVE INTERACTIVE HISTORIC TIMELINE

- 1996 Efficient Frontiers founded by Beth Goodell and Lynn Carter
- 1999 Ron Goodell joins Efficient Frontiers as VP & Chief Customer Relations Officer
- 2000 Robert Edmeyer Jr. appointed CEO & Chairman of the Board
- 2005 Efficient Frontiers changes name to ReServe Interactive
- 2005 ReServe introduces ReServe It/ReQuest It - the consumer-to-business connection enabling guests to make dining reservations or inquire about events from the merchant's website.
- 2006 ReServe Interactive introduces ReServe Anywhere, the web-based version of its software
- 2007 ReServe Interactive introduces its web-based Customer Self Service Portal
- 2007 ReServe relocates Livermore sales and service offices to accommodate growth
- 2008 ReServe launches new brand strategy, including updated look and feel, key messages and customer-facing website
- 2009 ReServe Interactive marks 12 consecutive years of growth
- 2010 ReServe Interactive launches ReServe University, a subscriber-based, interactive resource providing customers with all of the training and support tools offered by the company
- 2010 ReServe Interactive selects Element Payment Systems as its PCI DSS compliant solutions partner
- 2010 ReServe Interactive releases ReServe It 2.0 – an enhanced version of its online dining reservation software

- 2011 ReServe Interactive launches ReServe Gateway - a robust web services platform that enables enterprise customers to integrate and share operational and financial data stored in their ReServe Interactive software with third-party software applications
- 2011 ReServe Interactive launches ReServe Q - a web-based hospitality management tool that enables its customers and partners to leverage reservations, call ahead lists, waitlists and marketing opportunities